



VSG Conference

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Adapting to new needs
The impact of changing stakeholder
agendas on Visitor Studies

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Adapting to new needs

Our presentation

The impact of changing stakeholder agendas on Visitor Studies

I. Context and issues


II. Issues against the backdrop of our experience

III. Opening up the dialogue

Adapting to new needs

I. Context

Resilience



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Building resilience

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▶ [Major partner museums, 2015-18](#)

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[Building ambition and excellence](#)

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[Building resilience](#)

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The following Strategic funding programmes address our goals of:

- ensuring the sector is financially resilient and environmentally sustainable
- ensuring the leadership and workforce of the sector are diverse and highly-skilled

There is a cross-over in terms of the intended impact of Strategic funds under these two goals; therefore we will address them together:

Capital - large and small scale (including Creative media: digital capital)

A Capital investment programme will support organisations to develop resilience by giving them the right buildings and equipment to deliver

**Our investment:
Facts and figures**



As public sources of funding are increasingly pressured, museums must be able to think and act commercially. We have developed a number of relationships, events and resources which support this aim. These include support visits to smaller museums and re... from SHARE contributors.

We are currently working in partnership with the Association of Cultural Entertainers (ACEnt), and resources on retail tips and thinking like a business. We all staff from the Eastern region to attend the ACEnt Convention. You can find out more from two past attendees below:

 [ACEnt Convention Report – Elise Naish \(2013\)](#)

 [ACEnt Convention Report – Charlotte Radford \(2014\)](#)

A SHARE Museums East seminar on commerciality in April 2013 resulted in a Retail Forum, a self-selecting group of the region's museums that train...

PROGRAMMES

> Collections

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Sunday, 28 September 2014 13:46

Resilience and Museums

Written by [Nick Poole](#)

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This article by Collections Trust CEO Nick Poole is based on a presentation on 'Resilient Things' given at the London Museums Group event on Thursday 18th September. The original slides can be viewed on this page or downloaded from <http://www.slideshare.net/collectionstrust>.

I first became aware of the use of the word 'resilient' in relation to museums about two years ago, when the Arts Council England started using it to describe the development of some of their strategic programmes. It occurred to me that while I had been broadly aware of resilience as a concept, I had never really considered what it actually meant, or more specifically what it should mean to museums.

Blogroll

- [AIM blog](#)
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Adapting to new needs

I. Context

Strategies for resilience

Against a backdrop of economic uncertainty, the Group finds innovative ways to raise funds and meet demand from an enthusiastic public.

**SCIENCE
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Adapting to new needs

I. Context

Strategies for resilience

- Forging partnerships
- Cutting costs / services
- Increasing development teams & fundraising activities
- Seeking support from corporate sector
- Enhancing **Visitor Studies**

Adapting to new needs

I. Context

Issues arising from strategies for resilience

- Re-organisation and redistribution of roles
(e.g. development officers, 'visibility' of audience researchers)
- Fierce competition (e.g. larger institutions attracting the lion's share of corporate funding)
- Ethics (who is funding our work and why?)
- Issues specific to **Visitor Studies** (interlinked with the above)

Adapting to new needs

I. Context

Issues specific to Visitor Studies

What do we research?

For whom do we work? Who owns the data?

What is the timeframe in which we work?

How do we define and assess success?

How do we define and assess impact?

Can we report failure?

Adapting to new needs
II. Our Experience

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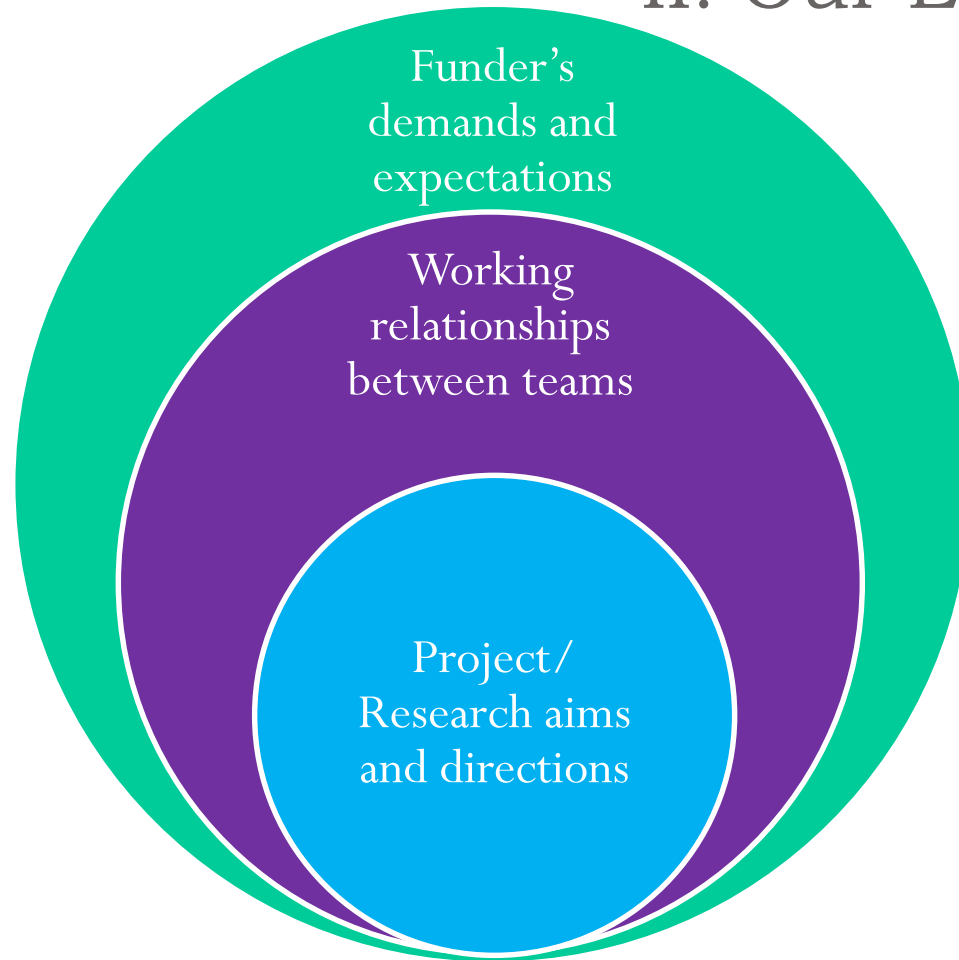
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Adapting to new needs
II. Our Experience

- The impact on the role of an Audience Research practitioner
- The management of funder and their expectations

Adapting to new needs

II. Our Experience



Adapting to new needs

II. Our experience

The role of researcher

Challenged to think of new
ways of thinking about
impact and success

Adapting to new needs

II. Our experience

The role of researcher

Deeper visitor
understanding rather than
just evaluation of an
activity

Adapting to new needs

II. Our experience

The role of researcher

Visitor Studies becomes
integral to wider social
agendas

Adapting to new needs

II. Our experience

Expectations management

What does success look
like for the funder?

How do we define impact?

Adapting to new needs

II. Our experience

Expectations management

What about failure?

Adapting to new needs

II. Our experience

Expectations management

Clash of cultures

(practitioner, academic,
corporate)

How to integrate different
ways (and expectations) of
working?

Adapting to new needs

II. Our experience

Expectations management

Who 'owns' the data &
findings?

What about the
implications of findings?

Adapting to new needs

III. Opening up the dialogue

Our points in sum:

What do we research?

For whom do we work and in what timeframe? Who owns the data?

How do we define & assess success and impact?

Do these resonate with your experience, practice and concerns?

Adapting to new needs
III. Opening up the dialogue

Over to you!

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